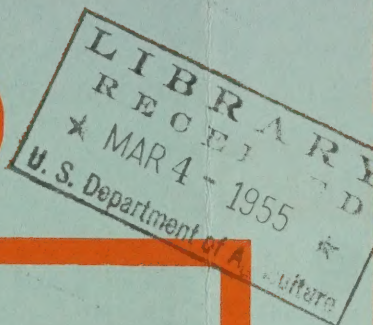


62.09

1955

SPRING FLOWERS FOR MARCH

19



When you think of

California Flowers

Think of—



America's Cut-Flower Headquarters

Wm Zappettini co.



55

ROSES

CARNATIONS

GARDENIAS

CAMELLIAS

ORCHIDS

ACACIA

HEATHER

STOCK

IRIS

GREENHOUSE

TULIPS

CALLAS

● 160 FIFTH STREET

● SAN FRANCISCO

● GARFIELD 1-8252

ROSES

BETTERTIMES, RED DELIGHTS, PINK DELIGHTS,
BRIARCLIFF, YELLOW AND WHITE.

Short stems 10-12 inches....\$6.00 per 100
Medium stems 14-18 inches...\$9.00 per 100
Long stems 20-24 inches....\$12.00 per 100

BABY ROSES

Garnets.....\$1.50-\$2.00 per bun.
Demure.....\$1.50-\$2.00 per bun.
Pinocchio.....\$1.25 per bun.
Elfie.....\$1.50-\$2.00 per bun.

CARNATIONS

Greenhouse Grown.....\$6.00-\$8.00 per 100
In colors of Red, White, Pink and Novelty
varieties.

GARDENIAS

*Special Selects.....\$4.00 per doz.
*Selects.....\$3.50 per doz.
* Grade A.....\$2.50 per doz.
**Market Run.....\$1.50 per doz.
(packed 6 to a box *) (packed 2 doz. to a
box**)

CAMELLIAS

Light Pink, Dark Pink, Rose Pink, Red and
other attractive colors.....\$1.50 per doz.

THESE CAMELLIAS ARE PACKED TWO TO A CELLOPHANE SEALED DIS-
PLAY BOX. THEY ALSO CAN BE PACKED ONE DOZEN AND TWO DOZEN TO
A BOX.

LILY OF THE VALLEY.....\$2.50 per doz.

ORCHIDS

Small Orchids.....75¢-\$1.00 ea.
Medium Orchids.....\$1.25 ea.
Medium-Large Orchids...\$1.50-\$1.75 ea.
Hybrid Cattleyas.....\$2.00-\$3.00 ea.
White Hybrid Cattleyas.\$2.00-\$3.00 ea.
Phalaenopsis.....75¢ ea.

CYMBIDIUMS

GREENHOUSE GROWN NOT UNDER LATHE!!!!

EACH AND EVERYONE

FROM A PRIZE WINNING COLLECTION.

They come in beautiful soft pastels of
white, cream, pink, green, chartreuse,
brown, tan, yellow and etc.

PRICES.....50¢-75¢-\$1.00-\$1.25 ea.

GREENHOUSE FREESIA

VERY DELICATE

Obtainable in bunches of white or in
mixed bunches of exotic colors such
as: Cerise, Lavender, Orange and Deep
Pink.

Shorts 10-12 inches.....\$6.00 per 100
Mediums 12-14 inches.....\$8.00 per 100
Long 18-20 inches.....\$10.00 per 100

STOCK

Column Stock.....75¢ per doz.
In colors of white, red, purple, light
and dark pink, yellow and etc.

IMPORTANT NOTICE: WE WILL SHIP ONLY WHEN WEATHER IS DRY.

SPRING FLOWERS

Anemones.....\$3.50-\$4.00 per 100
Birds of Paradise.....\$4.00 per doz.
Cornflowers.....50¢ per bun.
Fancy K.A. Daffodils....\$2.50 per 100
Gladioli.....\$1.50-\$2.00 per doz.
Ranunculus.....\$4.00-\$5.00 per 100
Daisies YELLOW AND WHITE 25 TO BU.25¢ per bun.
Daisies SPRINGTONES.....30¢ per bun.
Violets CELLOPHANE PACKED \$1.50 per doz.bun.

CALLAS

Per Dozen.....\$1.00
PER 100.....\$8.00

ACACIA

Per bag full sprays-cello-packed...75¢
10 bags or more.....65¢ per bag

HEATHER

ORCHID BELL.....50¢ per bun.
MELANTHERA.....50¢ per bun.

IRIS

HEAVY STEMS..UP TO 24 INCHES IN LENGTH.
Yellow.....\$1.50 per doz.
White.....\$1.50 per doz.
Blue.Wedgewood.....75¢-\$1.00 per doz.

GREENHOUSE TULIPS

ASSORTED COLORS.....
14-16 inches in length..\$1.50 per doz.

"Petal-Perfect" Flower Dye



PASTEL

SHADES!

For Your Spring Needs.

In soft exotic colors of green, yellow, light pink, blue and lavender

WE WILL ALSO MAKE YOU ANY COLOR YOU DESIRE...TAILORED FOR YOUR NEED.

NO PREPARATION—MERELY DIP FLOWER AND IT IS DYED!

\$1.50 per quart

WITH PURCHASE OF 24 QUARTS OR MORE 10%
DISCOUNT ON ANY COLOR OR COMBINATION...
ALSO WITH PURCHASE OF 12 QUARTS AND 6
GALLONS 10% DISCOUNT.



Petal-Perfect®

\$2.50 per gallon

WITH PURCHASE OF 12 GALLONS OR MORE 10%
DISCOUNT ON ANY COLOR OR COMBINATION...
ALSO WITH PURCHASE OF 6 GALLONS AND 12
QUARTS 10% DISCOUNT.

PACKED IN PROPER CARTONS TO ASSURE SAFE SHIPPING.

Wm Zappettini Co.

"America's Cut-Flower Headquarters"

160 FIFTH STREET

SAN FRANCISCO

GARFIELD 1-8252

Hawaiian Foliages

and flowers

ANTHURIUMS..EXHIBITION....\$11.00 PER DOZ.
ANTHURIUMS..SELECT.....\$9.00..PER DOZ.
ANTHURIUMS..MEDIUM.....\$6.50 PER DOZ.
ANTHURIUMS..MINIATURE.....\$4.00 PER DOZ.
RED GINGER.....\$6.50 PER DOZ.
CROTON LEAVES.....\$3.50 PER 100
TI LEAVES..GREEN.....\$3.50 PER 100
TI LEAVES RED OR VARIEGATED\$4.50 PER 100
WOOD ROSES.....\$2.25 PER DOZ.

HAWAIIAN FOLIAGE PACK CELLOPHANE SEALED

50 GREEN TI LEAVES
50 CROTON LEAVES
50 VARIEGATED TI LEAVES
1 BUNCH LYCOPODIUM

} \$5.75

Vandas

PLAIN VANDAS.....\$1.00 PER DOZ.
OR.....\$6.50 PER 100
VIAL VANDAS.....\$2.00 PER DOZ.
OR.....\$12.50 PER 100

Greenhouse Lilies

CUT EASTER LILIES..APPROXIMATELY THREE (3)
BELLS TO A STALK..PER DOZEN STALKS..\$6.50

DECORATIVE GREENS

WOODWARDIA.....\$5.00 PER BUN.
SCOTCH BROOM.....\$1.25 PER BUN.
MAGNOLIA LEAVES.....\$1.50 PER BUN.
ENGLISH LAUREL.....\$1.50 PER BUN.
ADIANTUM.....25¢ PER BUN.
PLUMOSUS.....25¢ PER BUN.
LUNARIA (MONEY PLANT).....\$2.50 PER BUN.
CAMELLIA FOLIAGE.....\$1.50 PER BUN.

ESTATE EUCALYPTUS

SPIRAL AND ROUND LEAF.....\$1.00 PER BUN.
12 BUNCHES FOR \$10.00 PACKED IN ONE BOX.

ALL PRICES F.O.B. SAN FRANCISCO. ALL PRICES
ARE SUBJECT TO CHANGE WITHOUT NOTICE.

PLEASE SPECIFY IF RAIL, AIR FREIGHT, AIR
EXPRESS. ALL SHIPMENTS C.O.D. UNLESS CREDIT
HAS BEEN ESTABLISHED WITH US.

#827-1 Wm. ZAPPETTINI ADVERTISING DEPT.

REMEMBER!

A NEW LONG DISTANCE NUMBER.

GARFIELD: 1-6221
SAN FRANCISCO

NO DELAY!...NO WAITING!...FOR DIRECT CONTACT
WITH ONE OF OUR SALESMAN.

YOU CAN STILL HOWEVER REACH US ON GARFIELD 1-8252..SAN FRANCISCO, CALIF.

